

Ideation Phase

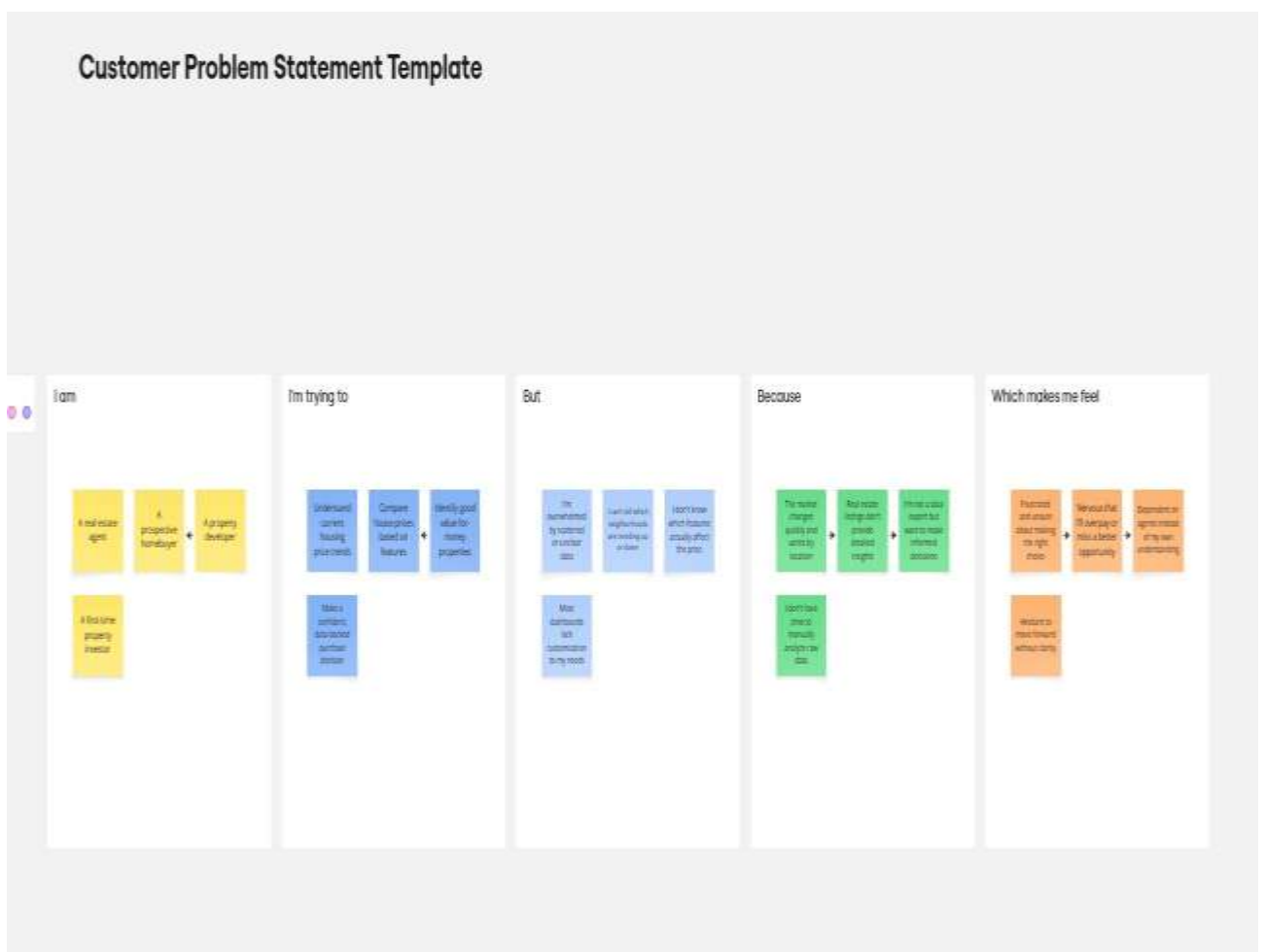
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID52391
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Reference: <https://miro.com/templates/customer-problem-statement/>

Customer Problem Statement				
I am	I'm trying to	But	Because	Which makes me
A prospective homebuyer	Understand current housing price trends	I'm overwhelmed by scattered or unclear data	The market changes quickly and varies by location	Frustrated and unsure about making the right choice
A first-time property investor	Compare house prices based on features (e.g., area, bedrooms)	I don't know which features actually affect the price	Real estate listings don't provide detailed insights	Nervous that I'll overpay or miss a better opportunity
Someone looking to relocate to a better area	Identify good value-for-money properties	I can't tell which neighborhoods are trending up or down	I'm not a data expert but want to make informed decisions	Dependent on agents instead of my own understanding
A buyer with a limited budget	Make a confident, data-backed purchase decision	Most dashboards lack customization to my needs	I don't have time to manually analyze raw data	Hesitant to move forward without clarity

Example:

I am	I'm trying to	But	Because	Which makes me feel
A small-scale home seller	Identify which property features sell best	It's hard to personalize visualizations per client type	Visual clarity drives faster client decisions	Stressed by inconsistent data accuracy

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A prospective homebuyer	Understand current housing price trends	I'm overwhelmed by scattered or unclear data	The market changes quickly and varies by location	Frustrated and unsure about making the right choice
PS-2	first-time property investor	Compare house prices based on features	I don't know which features	Real estate listings don't provide	Nervous that I'll overpay or miss a better opportunity

			actually affect the price	detailed insights	
PS-3	buyer with a limited budget	Identify good value-for-money properties	I can't tell which neighborhoods are trending up or down	I'm not a data expert but want to make informed decisions	Dependent on agents instead of my own understanding
PS-4	Someone looking to relocate to a better area	Make a confident, data-backed purchase decision	Most dashboards lack customization to my needs	I don't have time to manually analyze raw data	Hesitant to move forward without clarity

2.2 Empathy map

